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Latinos in Massachusetts Selected Areas: Salem-Beverly Area

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A large, stylized geometric pattern in shades of blue, featuring concentric squares, circles, and zig-zag lines, reminiscent of traditional Aztec or Mayan designs, serves as the background for the top half of the cover.

Latinos in Massachusetts Selected Areas

Salem-Beverly Area

by Phillip Granberry, PhD, Sarah Rustan, MA, and Faye Karp, MS

January, 2013

**THE MAURICIO GASTON INSTITUTE
FOR LATINO COMMUNITY DEVELOPMENT
AND PUBLIC POLICY**

Salem-Beverly Area

This report provides a descriptive snapshot of selected economic, social, educational, and demographic indicators pertaining to Latinos in Salem, Beverly, Marblehead, and Swampscott. It reflects a commitment by UMass Boston's Mauricio Gastón Institute for Latino Community Development and Public Policy to provide periodic updates on the growing Latino population in Massachusetts.

The report on Salem, Beverly, Marblehead, and Swampscott is part of a larger series that covers fourteen other cities, or clusters of cities, in the Commonwealth of Massachusetts. Each report analyzes data from the 2010 American Community Survey (ACS) conducted by the U.S. Census Bureau. Data are analyzed by Public Use Microdata Area (PUMA), which consists of a minimum population of 100,000 and is the smallest geographic area publically available for individual-level analysis. According to the 2010 Census, Salem and Beverly each accounted for approximately one third of the overall population in the PUMA containing these cities. The majority of the Latino population (74.9%) lived in Salem in 2010, while 16.2% lived in Beverly. Thus, the Latino population in these cities will be referenced as the Salem-Beverly area throughout this report, although the data referenced does include smaller Latino populations in Marblehead and Swampscott as well.

Since ACS data is collected from a sample of the population, there is some variation associated with each population estimate. In the bar graphs in this report, the 'I' that accompanies each bar represents the confidence interval for that estimate; we expect that another sample would generate an estimate within this interval 95% of the time.

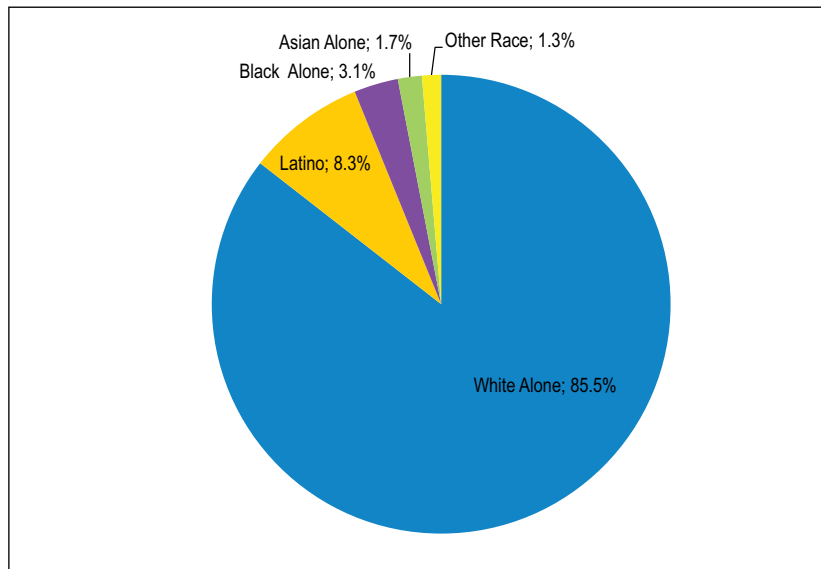
In this report, Latinos are compared to non-Latino whites, non-Latino blacks, and Asians for selected demographic, economic, and social characteristics. The number of ethno-racial groups included in a particular analysis may vary; each ethno-racial group is included in the analysis only when the observed sample size is large enough to produce reliable population estimates.

The Salem-Beverly area is home to an estimated 10,155 Latinos, who make up 8.3% of the area's population. Whites constitute the largest ethno-racial group in the area (85.5%), while blacks account for 3.1% and Asians 1.7% of the population (Figure 1).

Notes

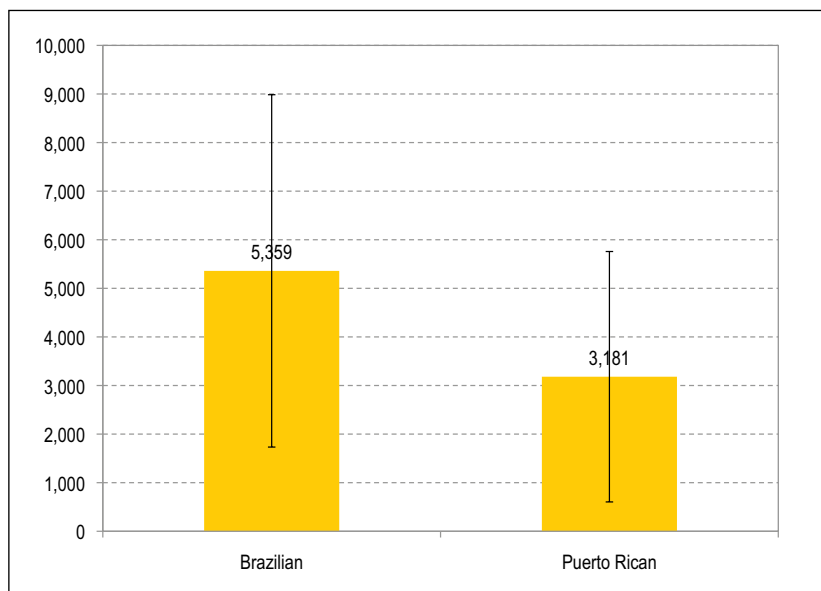
¹ This report uses the census designations of Hispanic or Latino origin and ancestry based on migration from Latin America to estimate the number of Latinos. Thus, Brazilians are included in the category "Latino," though most Brazilians self-report in the ACS using a racial category (e.g., white, black), rather than identifying with the term "Latino."

Figure 1: Population Percentages by Ethno-Racial Group in 2010



The Salem-Beverly area is home to a diverse Latino population. Brazilians (5,359) make up the largest Latino subpopulation in the area, followed by Puerto Ricans (Figure 2); these two groups make up 84.1% of the Latino population. The percentage of the Salem-Beverly area's population that is foreign-born is lower than for the state as a whole (10.1% versus 14.9%).

Figure 2: Ancestry of the Top Latino Groups in 2010

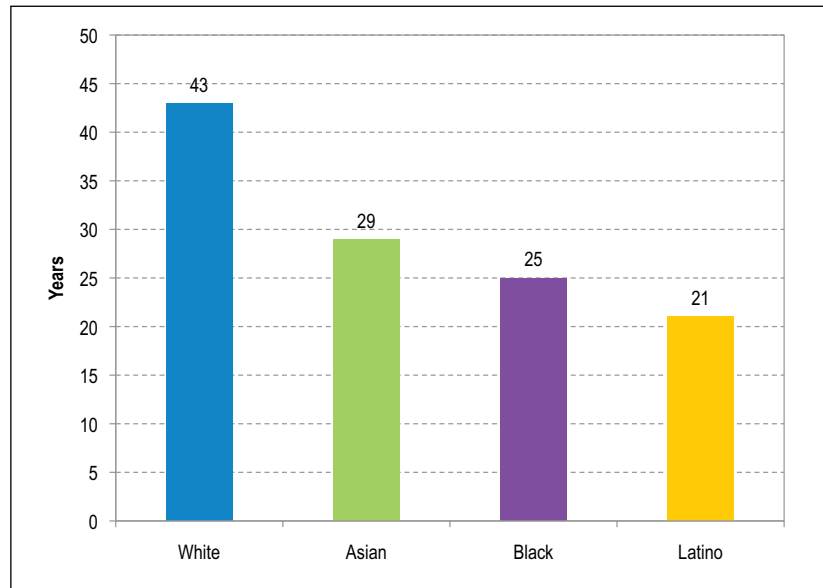


The rest of this report presents an overview that compares Latinos to whites, blacks, and Asians in this area for selected demographic, economic, and social characteristics.

MEDIAN AGE AND MARITAL STATUS

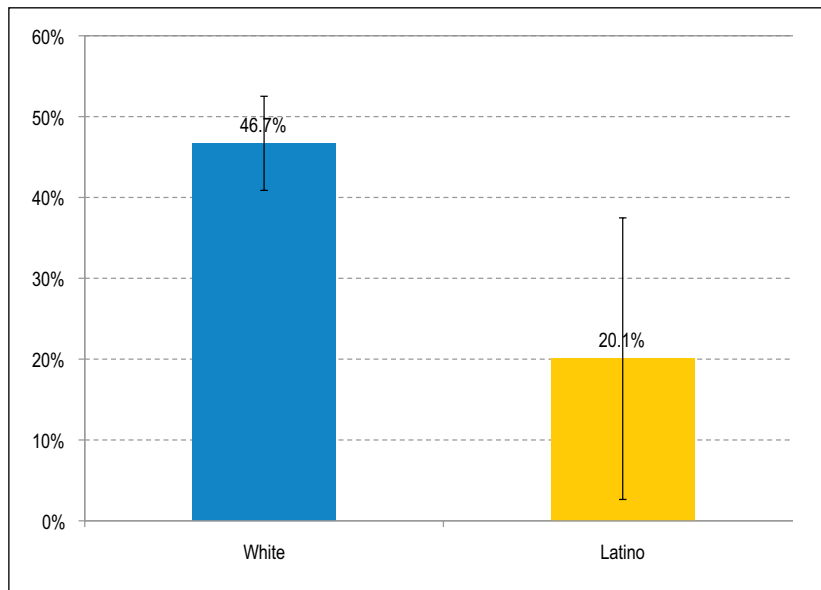
Figure 3 highlights differences in median age, drawing attention to the importance of Latinos in the Salem-Beverly area. Latinos' median age of 21 years is the youngest of any ethno-racial group, and younger than the statewide Latino median age of 27 years. This suggests that Latinos have more families with young children than other ethno-racial groups and will require an investment in education of their youth; however, these younger Latinos will contribute economically, socially, and politically in later years as an older white population ages and retires. This older population will require younger residents to keep these cities' neighborhoods vibrant and maintain a productive workforce, and Latinos are poised to make this contribution.

Figure 3: Median Age by Ethno-Racial Group in 2010



The youthfulness of the area's Latino population may influence its marital status. The marriage rates shown in Figure 4, covering all persons age 16 and older, are lower than for whites in this area. Statewide, the Latino marriage rate is 35.4% in comparison to 20.1% in Salem and Beverly.

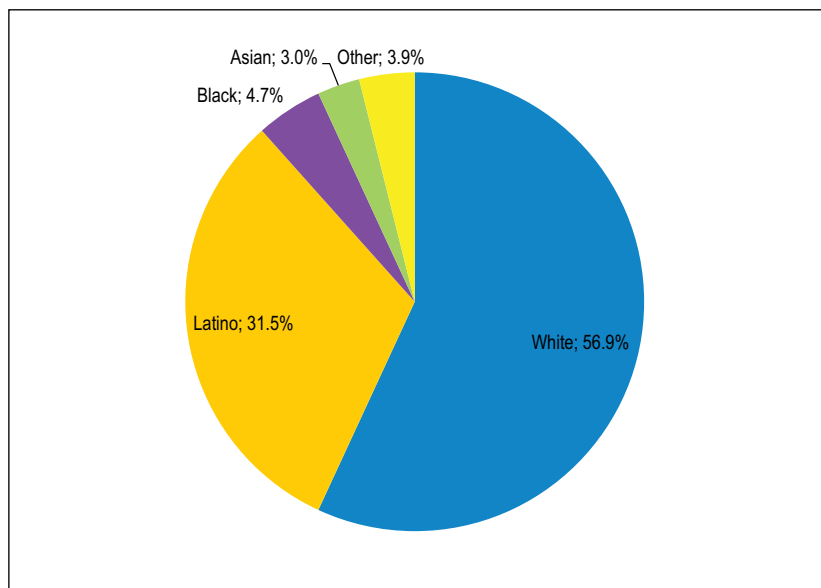
Figure 4: Marriage Rates by Ethno-Racial Group in 2010



EDUCATION

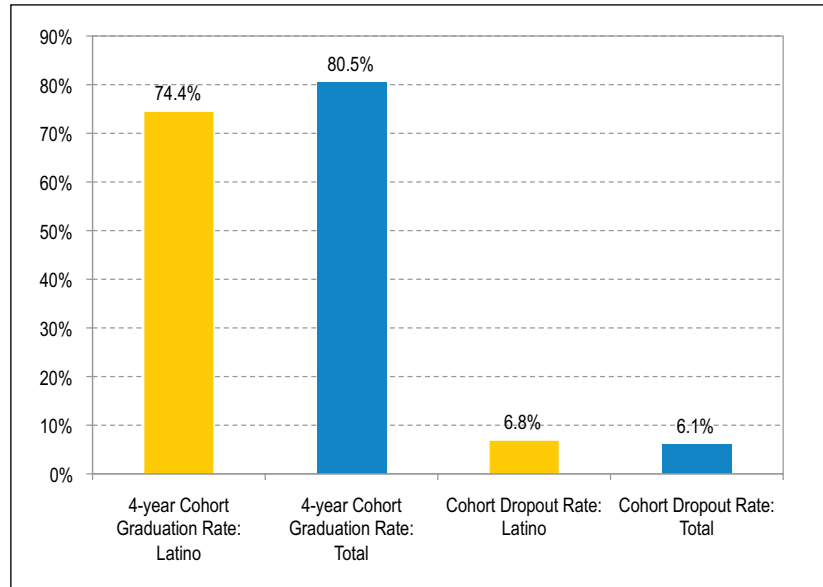
Figures 5A and 5B, unlike other figures in this report, pertain solely to Salem rather than the Salem-Beverly area as a whole. They provide information on Latinos in Salem Public Schools, using data from the Massachusetts Department of Elementary and Secondary Education. Latinos represented 31.5% of total student enrollment in the 2010–2011 school year. After white students, Latinos were the next largest ethno-racial group in the district.

Figure 5A: Spotlight on Salem Public Schools by Ethno-Racial Group, Academic Year 2010–2011



Latinos in Salem Public Schools lag slightly behind the total population in academic success. About three-fourths of Latino students (74.4%) graduated from high school in four years compared to 80.5% for the total student population. Similarly, 6.8% of Latinos who entered their freshman year in the 2006–2007 school year dropped out of high school and did not return or get a GED, compared to 6.1% of the total population.

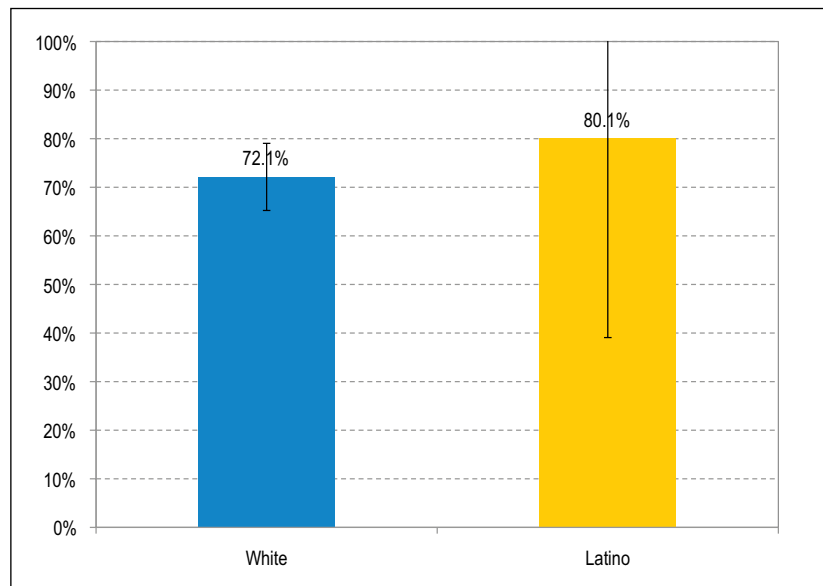
Figure 5B: Spotlight on Salem Public Schools by Outcomes, Academic Year 2010–2011



LABOR FORCE PARTICIPATION

Figure 6 shows that Latinos have a higher labor force participation rate (80.1%) than do whites, again suggesting the importance of Latinos to the economic and social wellbeing of the Salem-Beverly area.

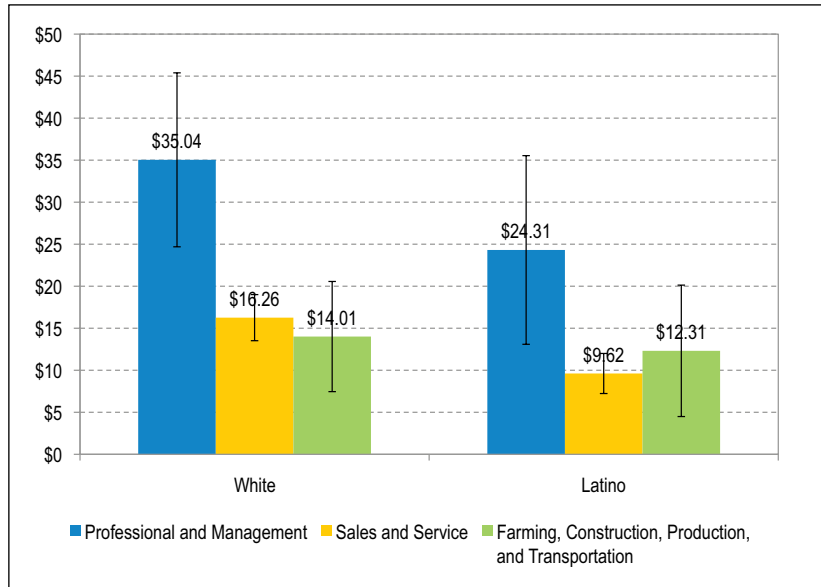
Figure 6: Labor Force Participation by Ethno-Racial Group in 2010



EARNINGS

When examining the wage rates for these occupational categories, we see that Latinos earn lower wages than whites in all occupational categories (Figure 7). The wage discrepancy is particularly significant in white-collar occupations, where Latinos earn only \$24.31 in comparison to \$35.04 for whites.

Figure 7: Hourly Wages by Occupational Category by Ethno-Racial Group in 2010



The **Mauricio Gastón Institute for Latino Community Development and Public Policy at the University of Massachusetts Boston** conducts research on and for the Latino population in New England. Our goal is to generate the information and analysis necessary to develop more inclusive public policy and to improve Latino participation in the policy making process. In an effort to present vital information about Latinos to diverse audiences, the Gastón Institute has produced this series of demographic profiles for selected Massachusetts areas based on an analysis of 2010 American Community Survey (ACS) data.

Our descriptive analysis uses both household- and individual-level ACS data to estimate population size and characteristics in order to compare Latinos to other ethno-racial groups. Technically, these groups are designated as non-Latino whites, non-Latino blacks, and non-Latino Asians though they are often referenced simply as “white,” “black,” and

“Asian” in these profiles. Although many Brazilians do not self-identify as Latino or Hispanic, the ‘Latino’ category does include the Brazilian population in this report series.

The Gastón Institute plans to update this series of demographic profiles for selected Massachusetts areas every five years upon release of American Community Survey data. A similar report series examining Latino populations at the city level is planned for the 2015 Gastón Institute public policy conference. In addition, demographic profiles highlighting Latino subgroups will be produced on an ongoing basis.

One of the goals of the Gastón Institute is to be responsive to the needs of the Latino and policy communities through the research we undertake. Please feel free to contact us with suggestions or requests for specific information.

About the Authors

Phillip Granberry is a social demographer who specializes in immigrants in the US. He worked with various community-based organizations assisting recently arrived U.S. immigrants before earning a PhD in Public Policy from the University of Massachusetts Boston. He has published several articles on the accumulation and use of social capital among Mexican migrants and the impact of welfare and immigration policy reform on Latinos in Massachusetts. Currently a Research Associate for the Gastón Institute, he also teaches courses on international migration and urban affairs for the UMass Boston Economics Department.

Faye Karp specializes in conducting research that helps organizations improve programs serving low-income, Latino, and English Language Learner youth. She holds an MS in Public Policy from the University of Massachusetts Boston. As a Research Associate and Project Manager at the Gastón Institute, she worked with the Boston Public Schools Office of English Language Learners to develop policy guidelines for the district’s Two-Way Bilingual programs.

Sarah Rustan is a PhD candidate in Law and Public Policy at Northeastern University, with previous degrees in architecture (BA) and cultural management (MA). Her professional background includes broad experience in the nonprofit sector including research, development, and management, and her dissertation explores the role that nonprofit arts organizations play in community development and social organization. She currently serves as a Research Associate and Data Analyst for the Gastón Institute.